

PRECISION - BUILT

W. H. N.

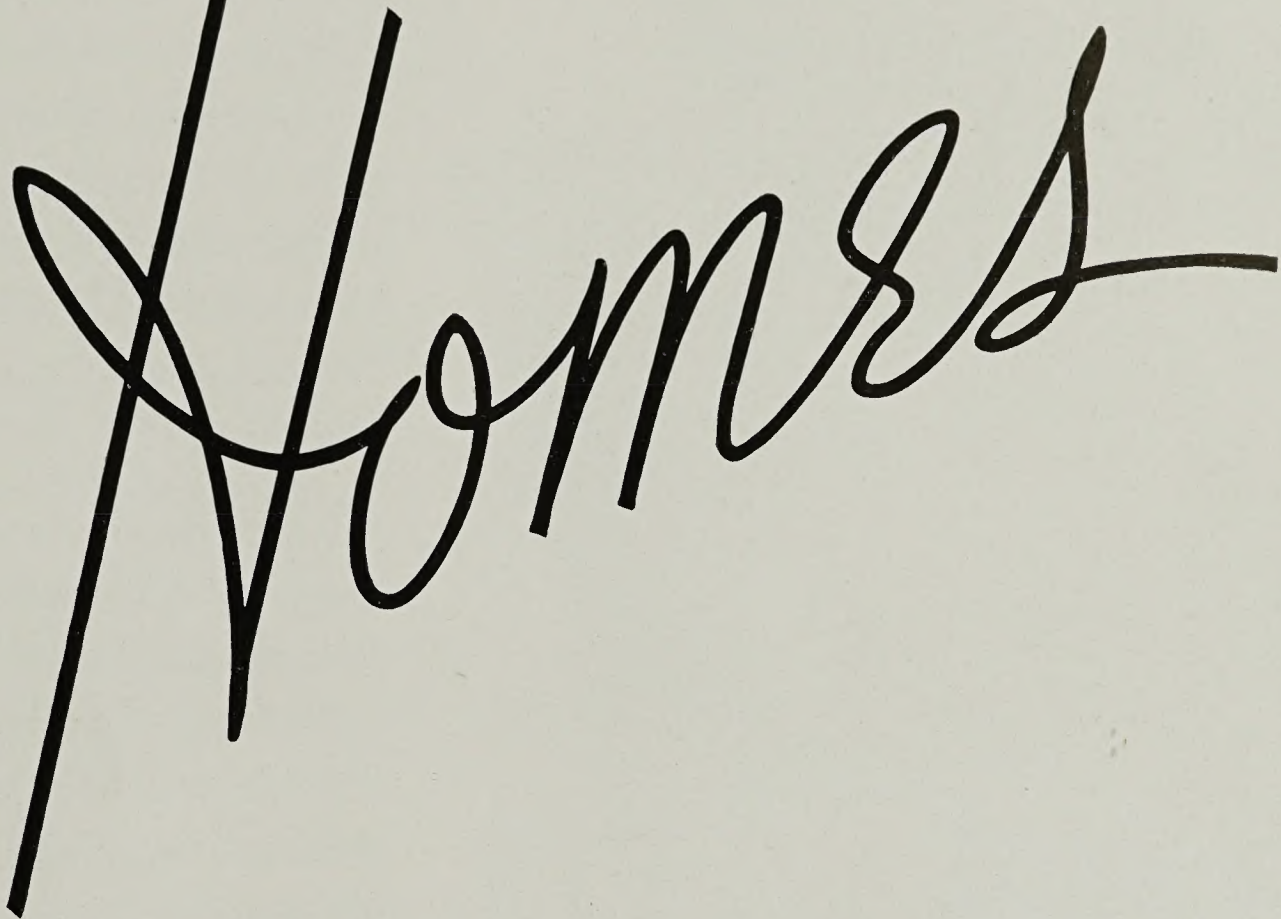
Creating business for

THE ARCHITECT
THE LUMBER DEALER
THE CONTRACTOR
THE REALTOR

Presented by **HOMASOTE COMPANY** *Trenton, N.J.*



PRECISION-BUILT *



AND THE **SIMPLIFIED METHOD OF PLANNING . . .

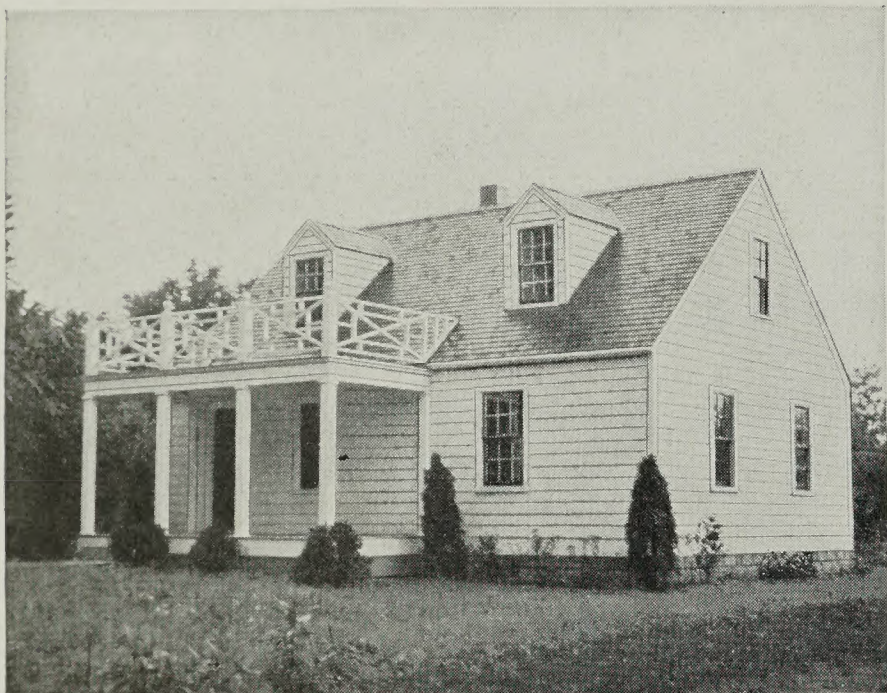
FOREWORD . .

Extended research indicates that thousands of people are ready to buy houses today — provided the house can be put into package form, displayed, examined, merchandised and delivered quickly—as with refrigerators, radios, household furnishings. By the Precision-Built system of construction, this package form has been achieved; it is no longer on experiment. And—vitally important—this plan ties together in a profitable, cooperative endeavor—the Architect, the Contractor, the Lumber Dealer and the Realtor. "Precision-Built" stands for a thoroughly modern housing program, distributed through the established factors in the building field.

The HOME OWNER

**Has his own home — of any
type or size — in 30 days.
Qualified for FHA Mortgage.**

(On these two pages, we present the highlights of the Precision-Built system of construction, as it applies to the home owner.)

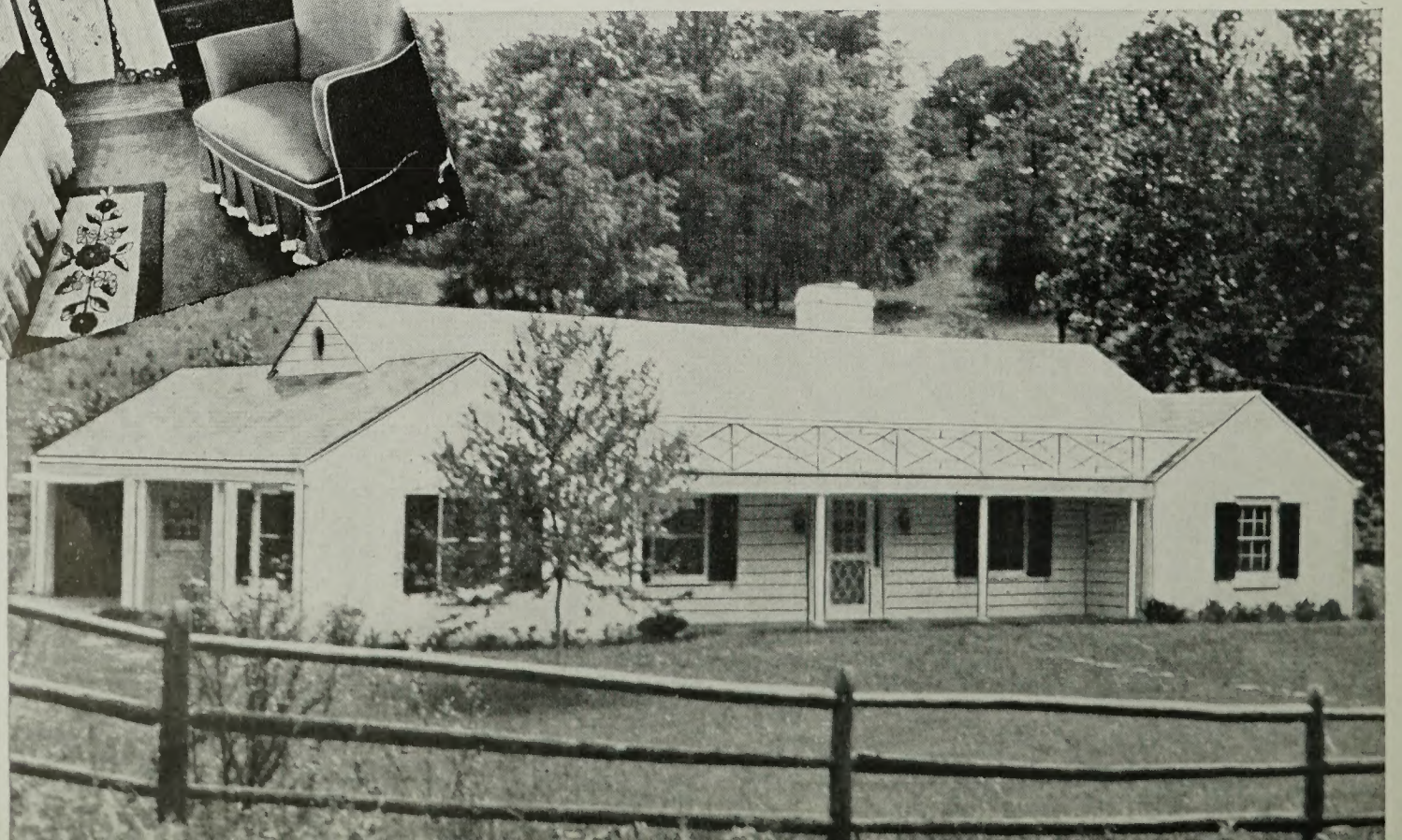
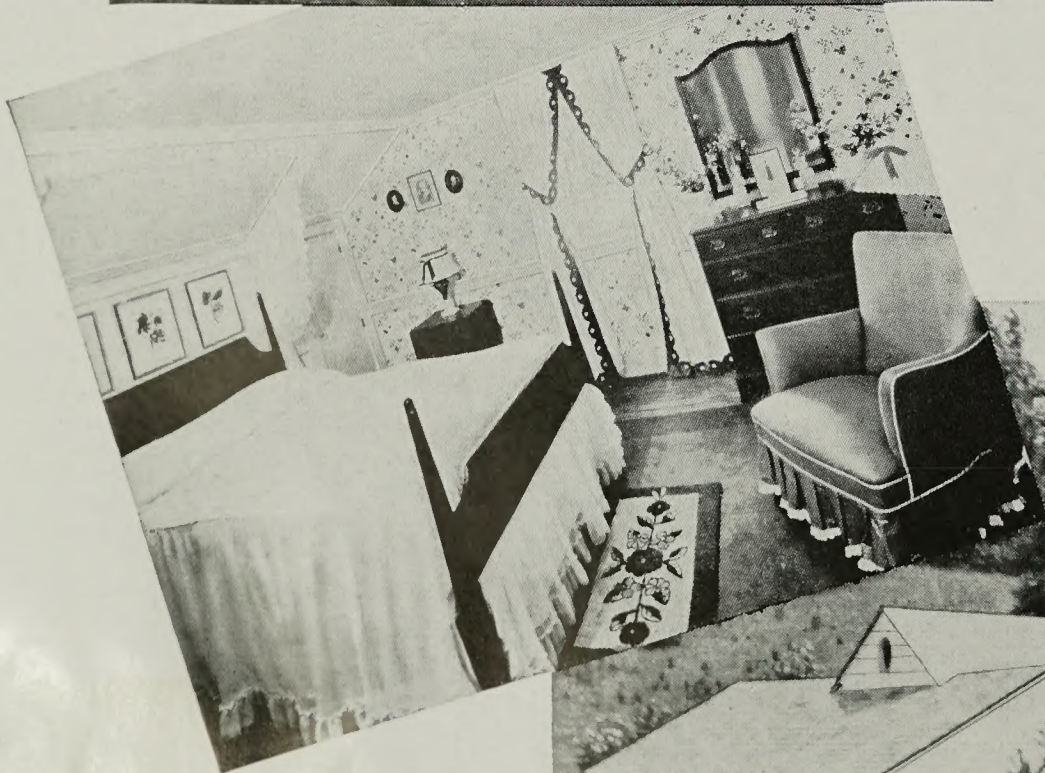


Here is the sensible road to home ownership. Not only at lower cost and on more convenient terms. Actually a finer home, better constructed, more economical to maintain. And ready for occupancy, 30 days after the contract is signed.

The Precision-Built home is *not* a "stock" house. It is *not* "one of thousands just like it," scattered across the country. It is in every way built to the prospect's own design, built to fit his family. Even if it be a home of moderate cost, it is built from the plan of a leading architect. It is built by a contractor who is a reputable citizen in his community. The materials all come from the yards of the local lumber dealer. Only local workmen are used in its construction.

The Precision-Built system of construction provides the basic economies which have been expected from pre-fabrication. But, the Precision-Built home — no matter how large or how small — is built to individual design, conventional in appearance, strictly conforming to the type of architecture elected. And it is doubly insulated; cooler in Summer, economical of fuel in Winter. Winter or Summer, it is never a damp house.

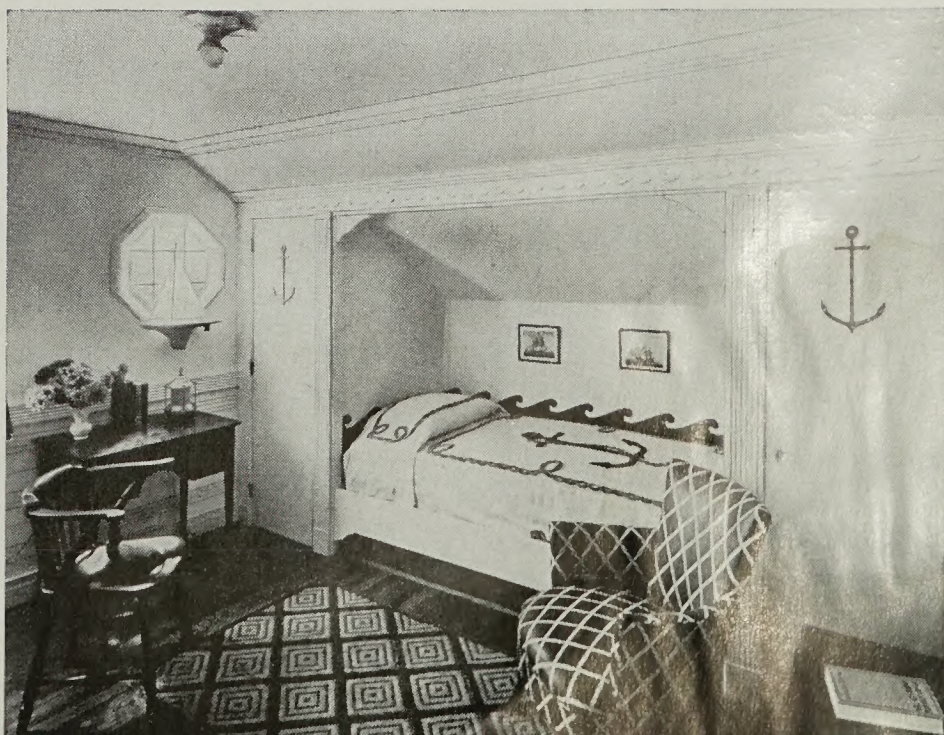
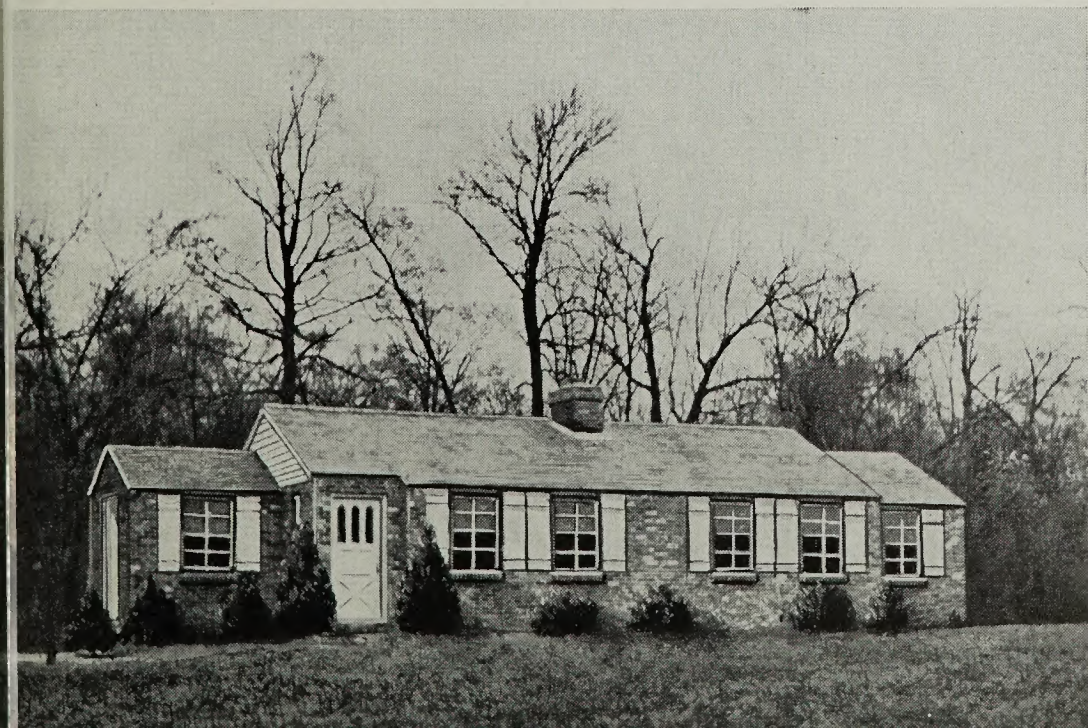
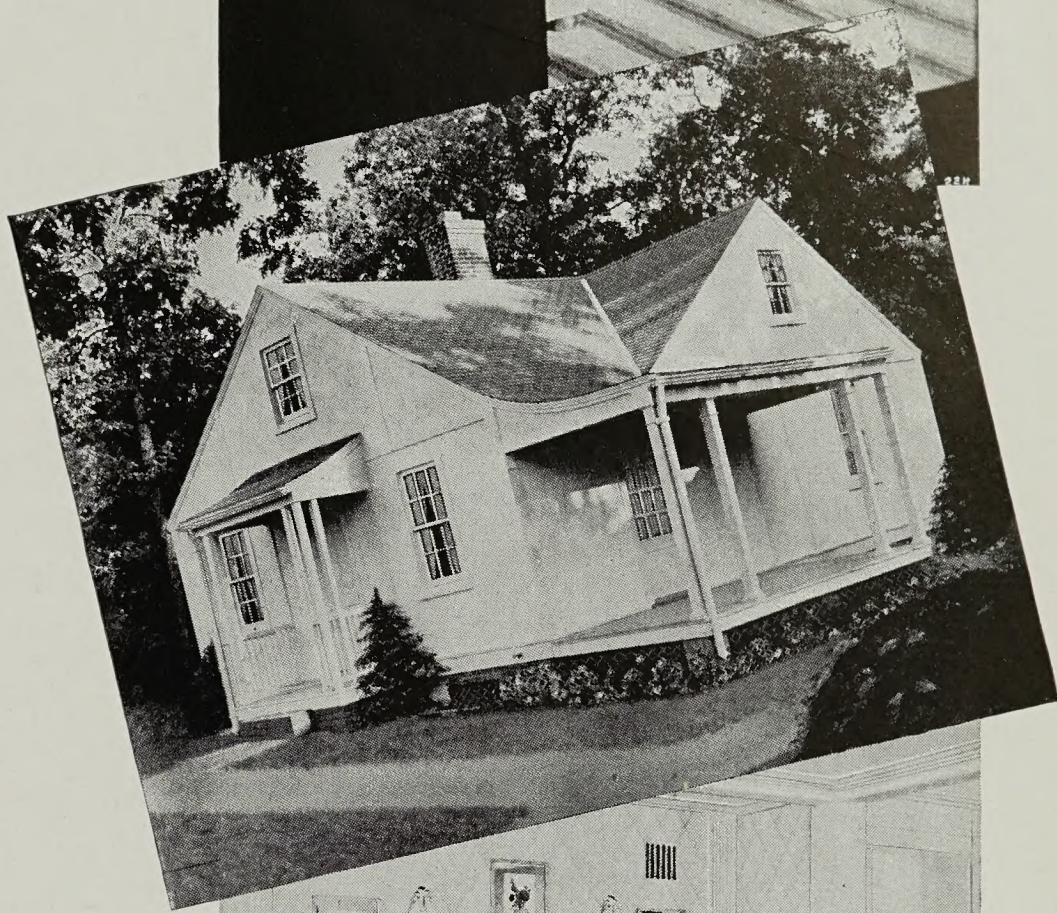
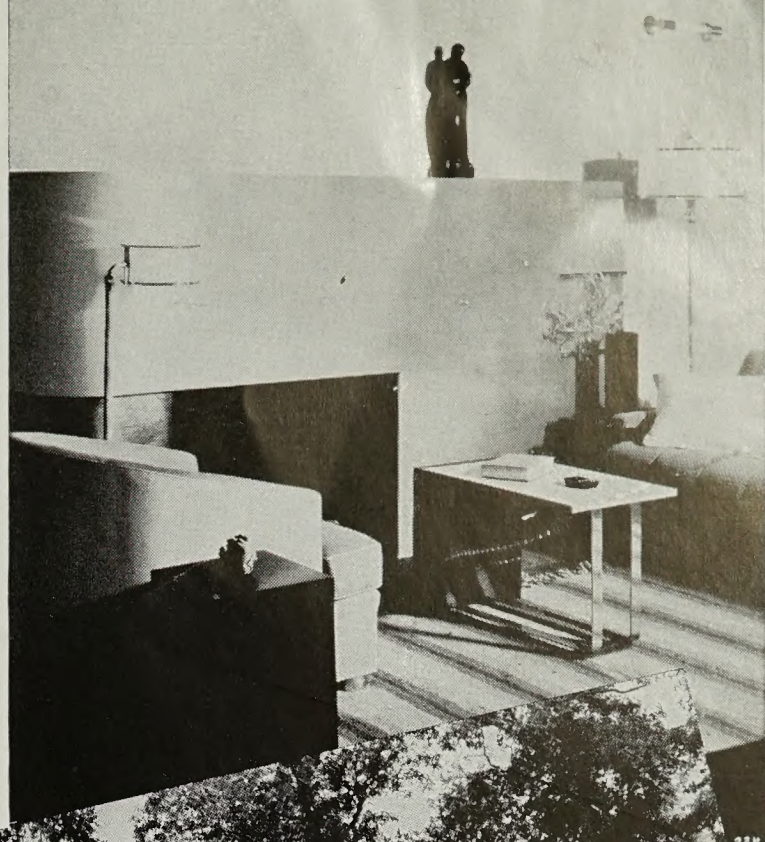
The Precision-Built home first begins to take shape in the lumber dealer's mill. There the frames, joists and rafters are cut to size — accurately cut in a shop

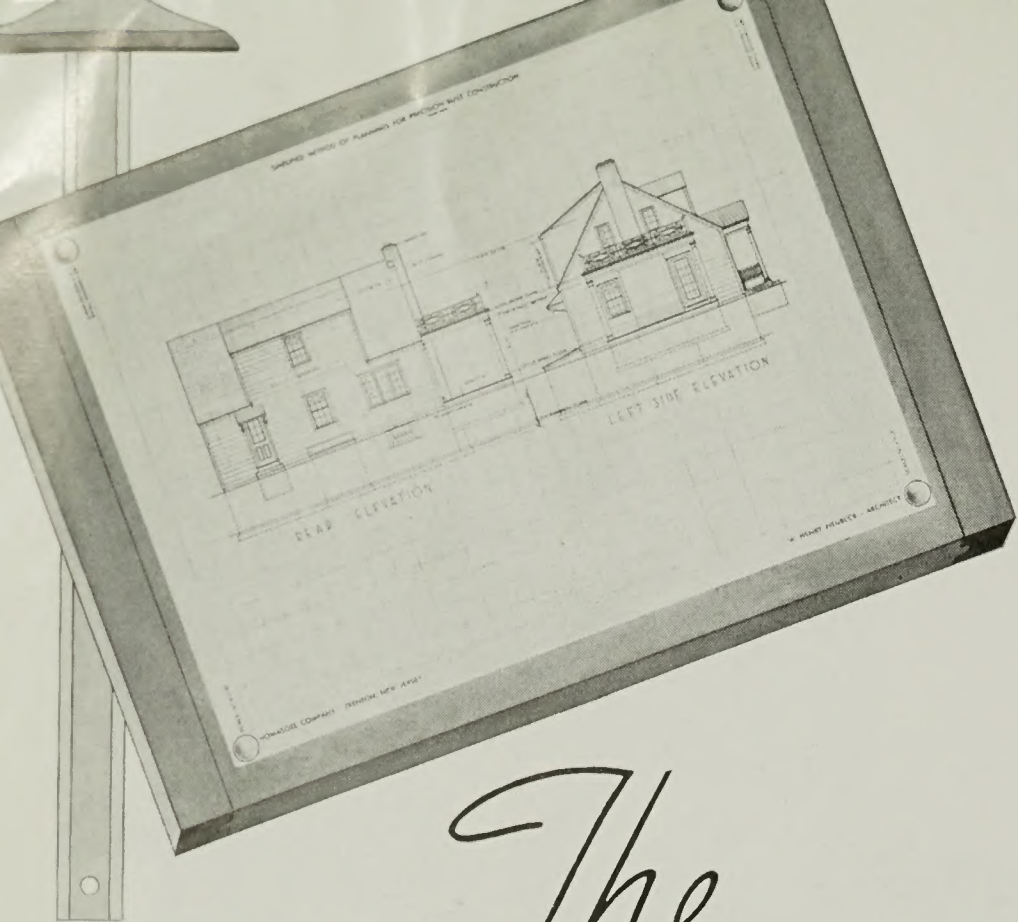


where precision work is the invariable rule. Every joint in the house will be a tight, sturdy joint, because it was cut by an accurate machine. Still in this shop, the wall and partition sections will be assembled complete.

Meantime, the excavation has been completed and the foundation has been built. Now all the materials and the completed wall sections move to the location. Because of the work which has already been done, the house is completely enclosed and ready for heat—the second day. If weather conditions do not retard the excavation work, the Precision-Built home may be built any month of the year. Precision-Built construction itself is not subject to the whims of the weather. Within 30 days the Precision-Built home is ready for occupancy.

There is one particularly significant fact the home owner should know about the Precision-Built method of construction. He saves money; he gets a finer home. Simultaneously, he benefits his local community. Of all the methods yet devised—aimed at more economical construction methods—only the Precision-Built system utilizes the local lumber dealer, the local architect, the local contractor, the local realtor, the local workmen. Every other system cuts out one or more of these important factors in the building industry—the very men who have brought modern architecture and modern construction to their present high standards.





The ARCHITECT

Has business created for him.

Handles low-cost homes profitably.

Saves drafting and supervision time.

Three features of the Precision-Built system of construction hold special value for the architect. He gives his client more for every dollar—superior construction at less cost. He saves his own time—in both drafting and supervision. He has business created for him—through localized sales effort by the lumber dealer, contractor and realtor, backed by active leads from Homasote national advertising.

LOWEST COST PER CUBIC FOOT. The basic aim of the Precision-Built plan was to provide superior construction at lower cost. A study of hundreds of homes of moderate cost indicated that walls and partitions represented the largest single cost factor—averaging 22.93%—regardless of the type of house. Wherefore, this seemed the logical point of attack. Precision-Built construction saves 30% to 40% of wall and partition costs; Precision-Built framing methods save an additional 8%. It is largely on these two bases that Precision-Built construction makes its big savings—achieving the lowest cost construction per cubic foot yet devised.

SUPERIOR CONSTRUCTION. It should be emphasized at the start that Precision-Built meth-

ods utilize the finest in materials and workmanship—that there are no differences discernible in the appearance of the finished job. Conventional materials, conventional principles and conventional labor are employed throughout. Yet, because joists, rafters and, in fact, complete sections, are pre-cut and built in the local lumber yard—under conditions where precision work is the invariable rule—the whole construction is actually more accurate, sturdier and more economical in both materials and labor.

ANY SIZE OR TYPE OF HOUSE. Precision-Built construction is adaptable to every size and type of wood frame building. The exterior finish may be of our own sand finish formula (resembling stucco and more enduring) or of brick veneer, stone veneer, patented sidings, clapboards or shingles. Our sand finish formula may be obtained free on request.

HOMES OF MODERATE COST. Precision-Built homes are built in 17 to 30 days—instead of 90—saving two-thirds of the architect's supervision time. The Simplified Method of Planning saves three-quarters of his drafting time. This combined saving of time (and corresponding overhead)—together with the fact that business is created for the architect—means that he can now handle homes of even moderate cost *at a profit*. And the architect now participates in a far higher percentage of home construction.

SIMPLIFIED METHOD OF PLANNING. In order that the architect might employ Precision-Built methods—without radical departures from his usual practices—the Simplified Method of Planning was devised. This is made available in a set of compact, convenient charts and reference tables. The net result of its use is that the architect saves his own drafting time and still gives the contractor more detailed specifications than ever before. The basis of this planning method is a modular system—horizontal only—employing the one thoroughly workable module yet devised. Regardless of the size or type of construction, the architect will never be asked to modify any overall dimension by more than two inches. The module

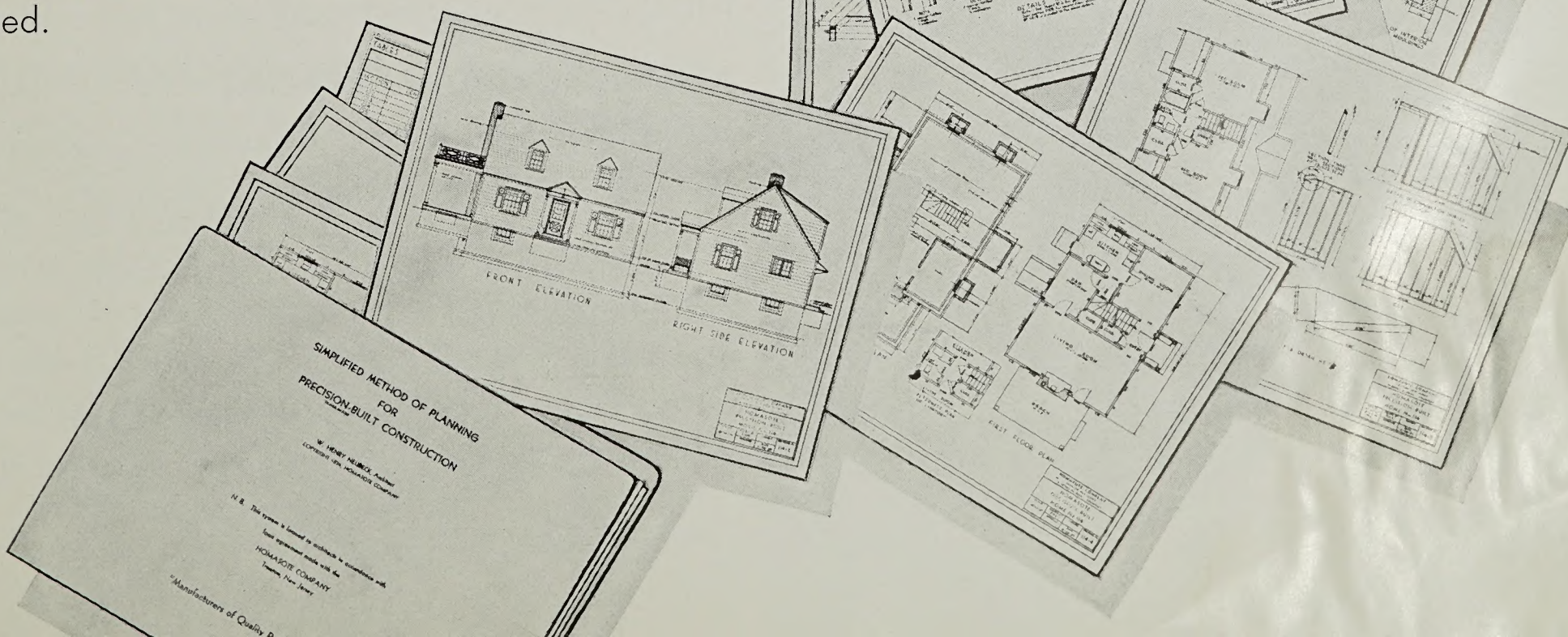
This image displays a collection of overlapping architectural blueprints for "HOMASOTE PRECISION-BUILT HOMES". The documents include various types of drawings:

- Floor Plans:** Several sheets show detailed floor layouts, including a prominent "FIRST FLOOR PLAN" at the bottom center. Other plans show room divisions like "LIVING ROOM", "KITCHEN", "BATH", and "BEDROOM".
- Elevations:** One sheet on the left shows a "FRONT ELEVATION" of a house with a gabled roof.
- Sections and Details:** Multiple sheets contain cross-sections of walls, roofs, and windows, labeled as "WALL SECTION", "ROOF SECTION", and "WINDOW DETAIL". Some include notes about construction materials and methods.
- Tables:** A large central sheet features a table titled "TABLE 6 - WALL SECTION LENGTHS AND JOINT DIMENSIONS". It lists dimensions for different wall heights and widths.
- Other Drawings:** There are also smaller details like "COMBINATIONS - PLACES", "RAFTERS", and "GABLETYPED".

The blueprints are signed by "M. HENRY WEINER, ARCHITECT" and include various technical specifications and notes throughout.

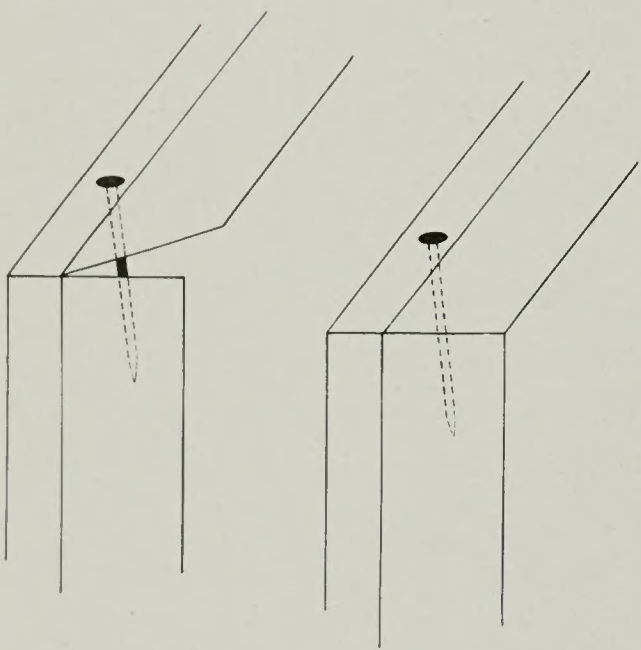
For a small charge, the architect may send his floor plans and elevations to the Homasote Company and have all the detailing done for him. Or—at no charge—he may send in his own Precision-Built detailing to be checked by us. On large scale projects, we will be glad to send our own detail men to work on the architects' boards. Finally, at the architect's option, his plans (floor plans and one elevation) will be syndicated nationally. Whenever a prospective home owner wants to use a plan thus syndicated, the architect receives his predetermined fee for the complete details.

CONTACT THE LUMBER DEALER. He holds the franchise for Precision-Built construction. He knows the contractors qualified to handle this method of construction. He has the support of realtors in a cooperative sales drive. Our own field representative works locally with the lumber dealer and with the architect to create business. Our national advertising—which has evoked spectacular response and which is now being materially increased—is creating live leads. The architect's support and cooperation are cordially invited.

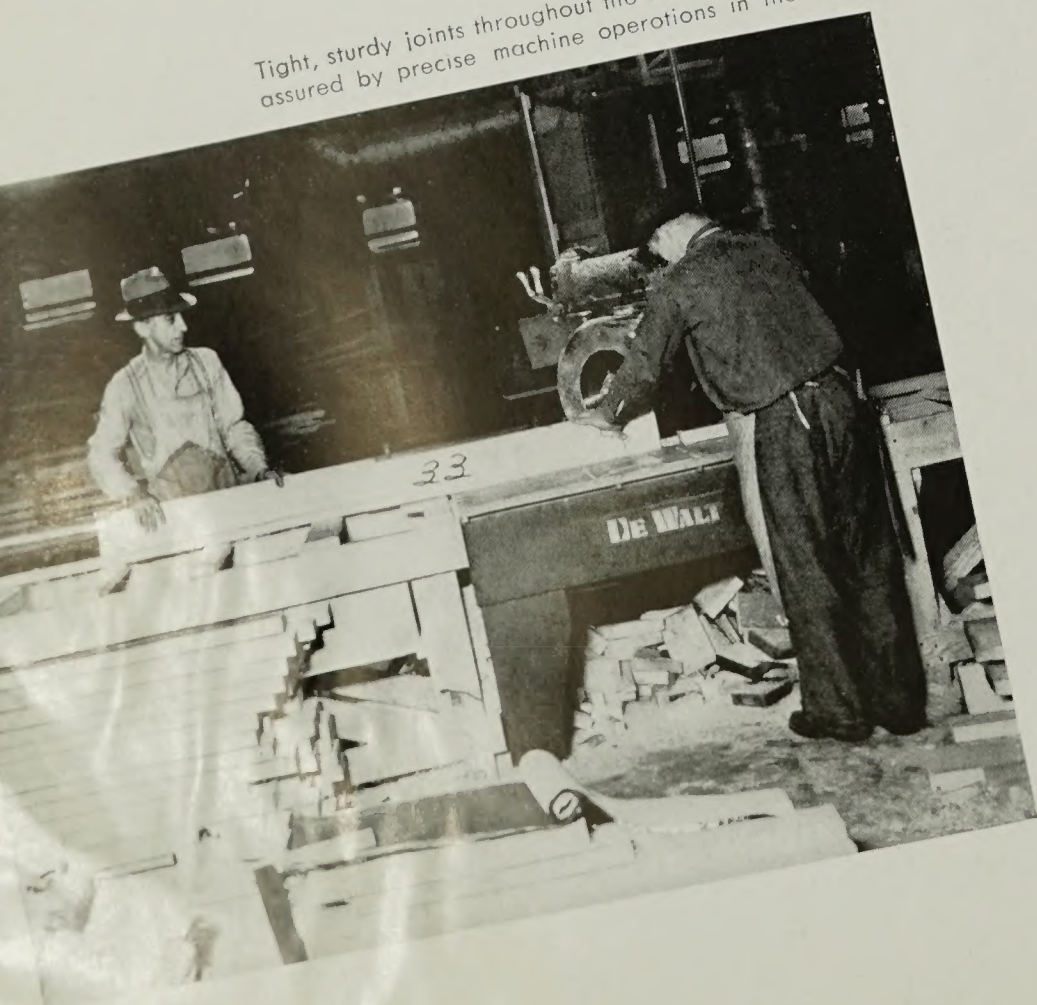




IN THE MILL—Precision-Built houses begin in the lumber dealer's mill, where all lumber is pre-cut.



Tight, sturdy joints throughout the finished house are assured by precise machine operations in the mill.



The LUMBER

Sells a completed unit — the package house. Gets business obtainable in no other way. Uses materials already stocked or immediately available.

It is the lumber dealer who holds the territorial franchise for Precision-Built construction. The franchise gives him a powerful and competitive sales weapon. He enjoys the sales cooperation of contractors, architects and realtors. He has the assistance of the Homasote field representative in every detail of the plan's promotion. He is supported by a national advertising campaign of proved effectiveness.

NORMAL PROFITS. Under the Precision-Built method, the lumber dealer sells a complete house —yet he receives his normal profit on every piece of material used—with all price competition by the piece eliminated. It is in his own mill that the pre-cutting of framing lumber and fabrication of wall and partition sections are done. The lumber dealer may build and sell wall and partition sections as complete units. Or—he may make his mill equipment available to the contractor's workmen, selling only the materials. The pre-cutting of framing lumber eliminates waste. At the same time, it provides superior construction and more accurate fitting of all joints, than the often haphazard methods of hand-sawing on the job.

ARCHITECTURAL SUPPORT. For prospects who want homes of their own individual designs, the lumber dealer enjoys the support of local architects. This system of construction is completely adaptable to wood frame buildings of every size, type and purpose. Through the Simplified Method of Planning, the architect is now able to serve, with profit to himself, even for homes of moderate cost.

DEALER . . .

For merchandising purposes—when the prospect does not demand a home of his own design—the lumber dealer has available attractive, syndicated house plans of all types and sizes, designed by leading architects in all parts of the country.

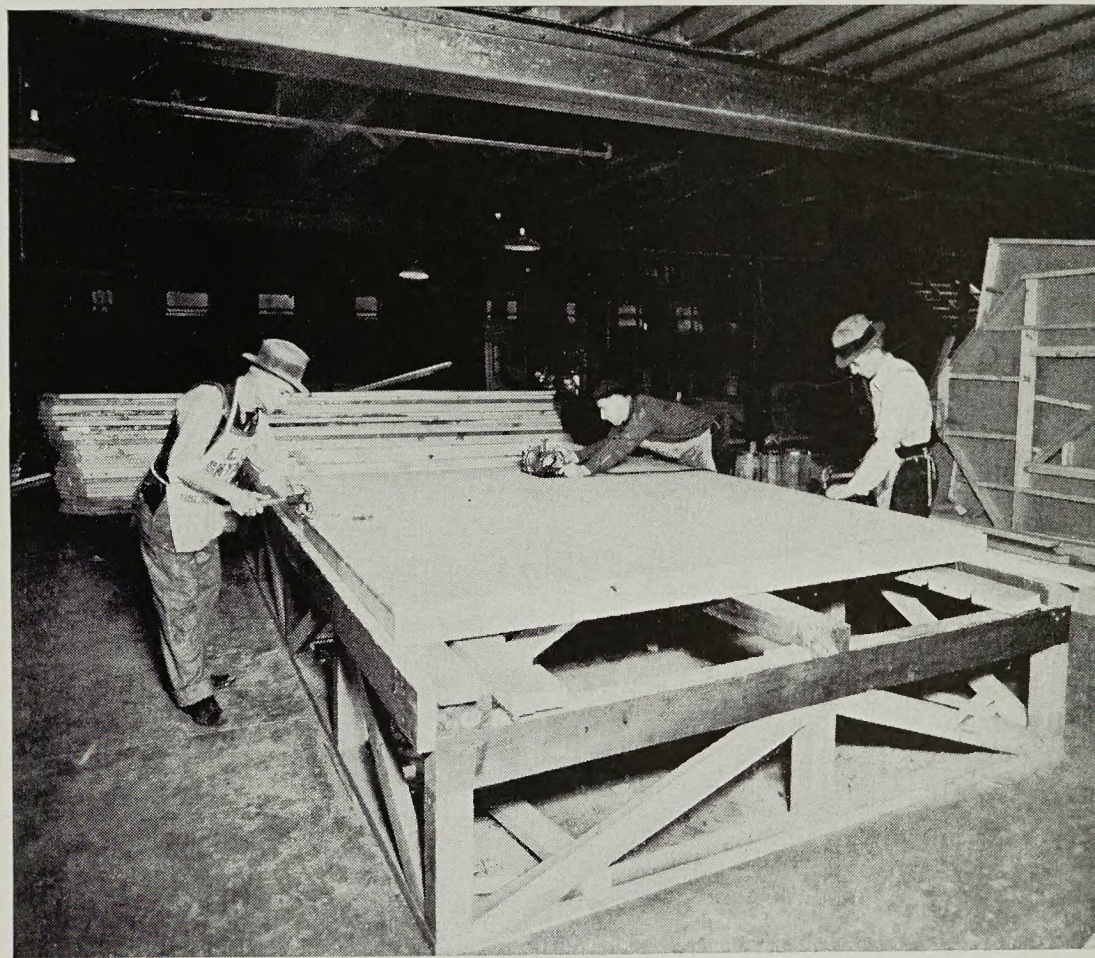
BUILT IN 30 DAYS. The fact that Precision-Built homes are constructed within 17 to 30 days from the day excavation starts—means much more than savings in time, labor and money. An extremely important feature is the fact that this ability to build rapidly often means the securing of business which would otherwise be delayed to the following season or year. This is doubly valuable in localities with limited tourist seasons . . . It should be emphasized that while Precision-Built methods afford big savings in time, Precision-Built homes are the exact opposite of jerry-built construction. Precision-Built construction is actually superior construction. Every Precision-Built home is eligible for an FHA 20-year Mortgage.

COOPERATION. The lumber dealer who operates on the Precision-Built franchise is actually helping his whole community. He fights pre-fabrication by distant factories, with a weapon that is not only better, but completely localized. He builds business for local architects, local contractors, local realtors, local workmen . . . In organizing his operations the lumber dealer receives full support from the Homasote Housing Division and from Homasote field representatives working with him locally. He has the support of Homasote's national advertising campaign—from which he receives live, active leads. Lumber dealers are invited to write or wire for franchise details.

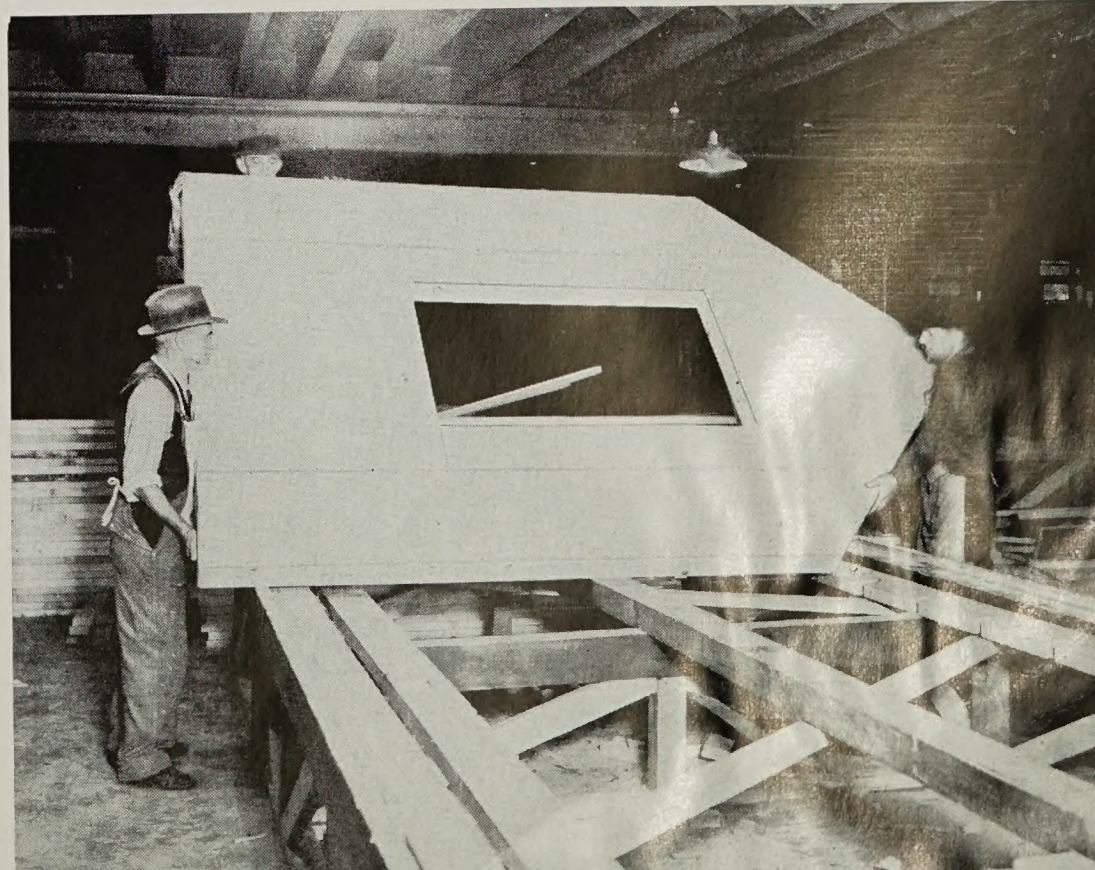
Finished section ready for delivery—with a 1/3 saving in labor, due to controlled shop conditions.



Wall and partition sections are framed on a jig table—with doors and windows integral.



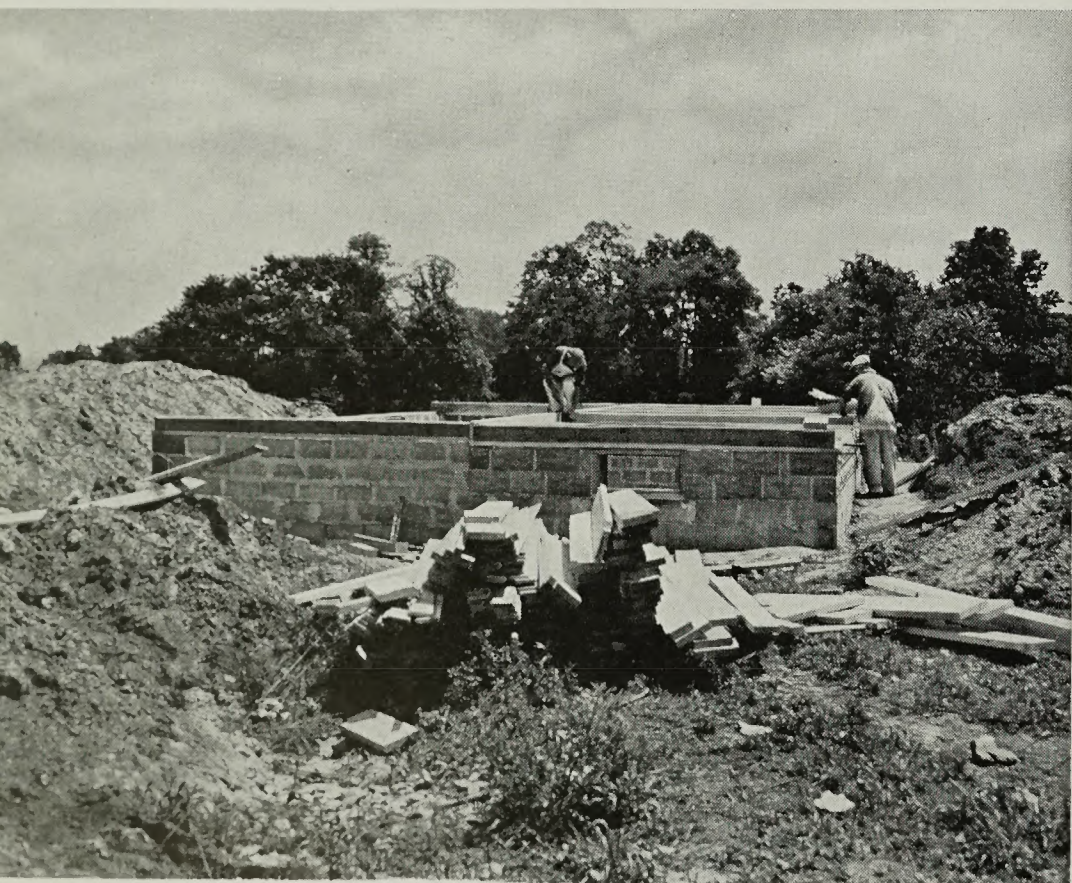
To both sides of sections, Homasote is fixed by means of special glue and nails.



The CONTRACTOR

**Builds in 30 days instead of 90.
Handles more jobs with each crew.
Builds homes even in Winter months.**

ON THE JOB—foundations are in; pre-cut joists are set in place, subflooring laid.



Then—wall and partition sections, already built, arrive by truck from the lumber dealer's mill.



Operating on the Precision-Built plan, the contractor receives leads for new construction jobs through our national advertising, as well as from his local lumber dealer, realtors and architects. The Precision-Built house is completed and ready for occupancy in 17 to 30 days from the day excavation starts. Three times as many jobs are handled with one crew. His costs are appreciably less than for the same house with conventional construction. He has the assistance of our field representatives to help him get organized for building. Except for weather limitations on excavating, the contractor can build all Winter. Each house is completely enclosed and ready for heat in two days' time.

ON SPECULATIVE BUILDING, the contractor has the option of selling at the same price as his competitor and making more profit—or of underselling his competition. His houses are ready for occupancy in 60 days' less time. Construction money is tied up for 30 days instead of 90.

THE VALUE OF TIME. Every contractor will recognize the fact that the ability to build rapidly often means the securing of business which would otherwise be delayed to the following season or

year. This is doubly valuable in localities with limited tourist seasons.

FHA MORTGAGES. Every Precision - Built home is eligible for a 20-year FHA Mortgage. Here is the strongest proof that Precision-Built construction is superior construction. At no point is quality sacrificed. In no way is there any difference in the appearance of the finished house. There are no limits as to design, size, type or style of structure.

PRECISION - BUILT CONSTRUCTION. A study of the pictures on these and the two preceding pages will quickly show the contractor the basic steps whereby the big savings in time, labor and money are effected. There is no appreciable wastage of materials. Two alternative plans of procedure are in operation. Under one arrangement, the contractor buys completely fabricated sections from the lumber dealer. Under the other plan, the contractor buys only the materials, then sends his own workmen in to do the fabricating in the lumber dealer's mill.

NORMAL PROFITS—EASY ESTIMATING. Under the Precision-Built plan, normal profits are assured. All major details are completely standard. All costs are readily determined for any job.

COOPERATION. Why should the contractor work alone—when he can get more business by taking advantage of all the features offered by the Precision-Built method? By contacting his lumber dealer, the contractor can get started immediately. He will have the selling support of lumber dealer, local realtors, local architects and the Homasote field representative—plus both local and national advertising. The contractor's participation is cordially invited.

The first section goes up and is temporarily braced against the wind.



Two to three hours' labor usually sees all partitions in place and plumbed.



After continuous plate is run and ceiling joists set, job is ready for roof framing, with pre-cut rafters.





No house too large, no house too small
—for Precision-Built construction methods.

The **REALTOR**

Every realtor has had the experience of not having on his list "just what we want." Whether the prospect is seeking a home to buy or a place to rent, such experiences have been all too frequent.

RENTERS ARE CONVERTED INTO BUYERS. Thanks to the Precision-Built system of construction, when the realtor's current list does not have just what the prospect wants, he can now say, "I can give you exactly what you want—in not more than 30 days. You can have a Precision-Built home—of any type or size—entirely to your own design, built to fit your family. And if you make use of an FHA or Building and Loan Mortgage, your monthly payments may actually be less than the rent you are willing to pay."

Another important sales argument with those who are now paying rent—or contemplating a new lease; because the Precision-Built house will be finished and ready for occupancy 60 days sooner, the prospect obviously can save two months' rent.

SELLING VACANT LOTS. When the realtor's list does not have just the house the prospective buyer is looking for, he can say, "I can give you the exact house you are looking for—have it ready for

**Sells homes before they're built.
Converts renters into home buyers.**

your occupancy within 30 days. Let's select the location." Thus he obviously finds it far easier to sell off the vacant lots on his list. Many a lot stands empty, solely because the planning and building of a home have hitherto required far too long a time. Moreover, many a sale has been put off indefinitely—simply because the prospect feared that it was too late in the year to build. The fact that Precision-Built homes can be constructed in less than 30 days—and at any time of the year—is a valuable sales aid to the realtor.

SPECULATIVE BUILDING AND DEVELOPMENT PROJECTS. The fact that Precision-Built homes cost less to build, represents an important competitive asset to the realtor who engages in speculative building or development projects.

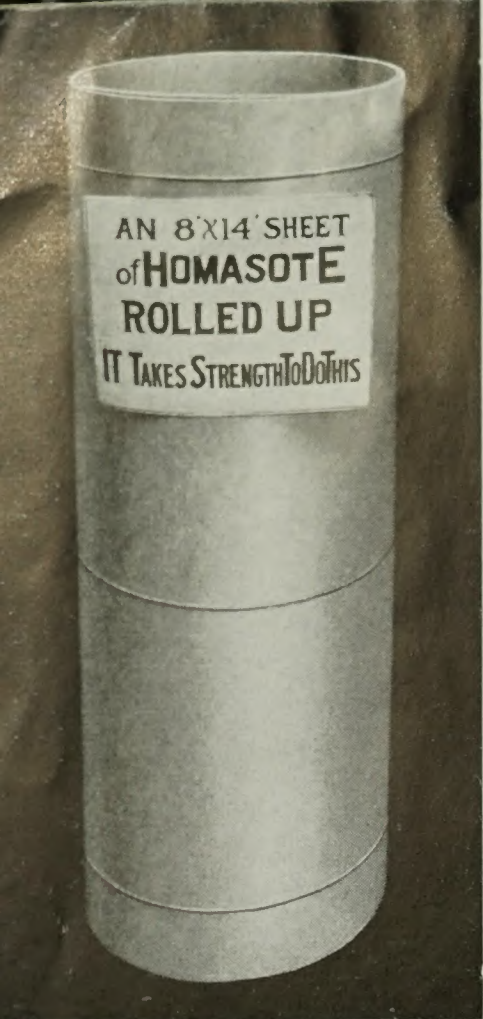


With this saving he can either undersell his competition—or pocket a greater margin of profit. He also has his finished homes ready for sale, 60 days earlier than the competitor employing conventional construction.

ORIGINAL PLANS. The Precision-Built plan provides the realtor with two sources of house plans. He can secure syndicated plans—for homes of all types and sizes—which have been designed by outstanding architects in all parts of the country. Or—for the prospective buyer who demands a home entirely to his own design, the realtor can have the assistance of a local architect. Whether the call is for a large home or a moderate priced home, with the Simplified Method of Planning the architect can now well afford to participate.

COOPERATION. The realtor who wishes to identify himself with the Precision-Built system of construction—or to secure more details—is invited to get in touch with the franchised lumber dealer in his neighborhood. The lumber dealer can help him to secure the support of local contractors and local architects, thoroughly familiar with Precision-Built methods. Through cooperation in local sales drives—plus the support of Homasote national advertising—there are more sales, quicker sales and more profits for all parties concerned. The realtor's participation is cordially invited.





HOMASOTE

SUPERIOR BY EVERY TEST

The **WEATHER PROOF
INSULATING AND
BUILDING BOARD
in Big Sheets up to
8'x14'**

Independent laboratories have thoroughly established the supremacy of Homasote, thoroughly proved its high insulating value and its fine qualities as a building board. The charts at the right attest these qualities, far beyond any claims we might make for it. The photograph above dramatically proves its great structural strength.

Homasote—used for interior walls and for sheathing or exterior finish—forms the basis of the Precision-Built system of construction. The fact that it is made in Big Sheets—ranging from 4' x 4' up to 8' x 14'—accounts for many of the important economies in the Precision-Built method. But Homasote has, of course, also been used for more than 20 years in conventional construction—for both new building and for remodeling.

Outstanding architects have pronounced Homasote the perfect surface for paper or paint—actually superior to plaster. Moreover, you avoid the waiting for plaster to dry, the annoyance of cracks. The interior photographs at the right show clearly the many ways in which architects use Homasote to advantage, providing unusually attractive interiors. Note particularly the complete absence of objectionable wall joints and batten strips.

PANELIZED INSULATION (pictured at left) is Homasote in another attractive form.

These panels are cast in molds made from actual wood, each model having been selected for its particular beauty and interest. In colors, you have the choice of Pine-Tone, Silver Grey, Old English Light, Old English Dark—or a natural finish which can be stained and shellacked to approximate almost any tone desired. Panelized Insulation is made in 16", 32" and 48" widths—and in 8' and 8' 6" lengths.



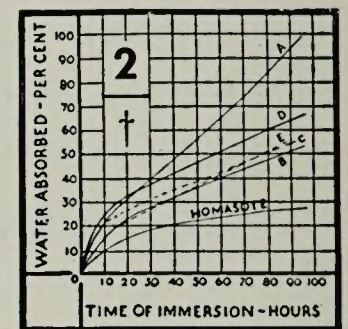
INSULATING QUALITIES

The insulating value of a material rests on a combination of three factors—BTU rating, resistance to air infiltration and absorption of moisture. BTU values decrease nearly in direct ratio to moisture absorption. Homasote's low moisture absorption (chart 2) and high resistance to air infiltration (chart 3) make it a superior insulation product.

B.T.U. VALUES	
	0.32
HOMASOTE	
BOARD A	1
BOARD B	★
BOARD C	
BOARD D	
BOARD E	

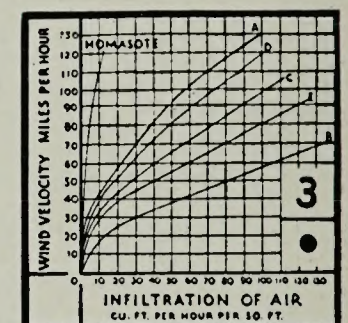
HIGH MOISTURE RESISTANCE

The very low moisture absorption of Homasote insures homes free from dampness, in which the insulating value does not depreciate. Homasote leads by 101% to 274%.



RESISTANCE TO AIR INFILTRATION

The chart indicates that at 40 miles per hour, 18 to 112 times more air passes through the other boards than through Homasote. At higher velocities, the differences are still greater.



TENSILE STRENGTH

The tensile strength of Homasote plays an important part in bracing a building. As it is 20% to 217% stronger than other boards, it acts not only as an insulating, but also as a structural material, such as sheathing on the outside of framing members. The bracing strength is many times that of wood sheathing.

TENSILE LB. PER SQ. IN.	
	420 LB.
HOMASOTE	
BOARD A	210 LB.
BOARD B	132 LB.
BOARD C	170 LB.
BOARD D	550 LB.
BOARD E	170 LB.

TRANSVERSE STRENGTH

For interior walls the high transverse strength of Homasote prevents damage from careless handling of furniture. Homasote provides a solid surface 29% to 191% stronger.

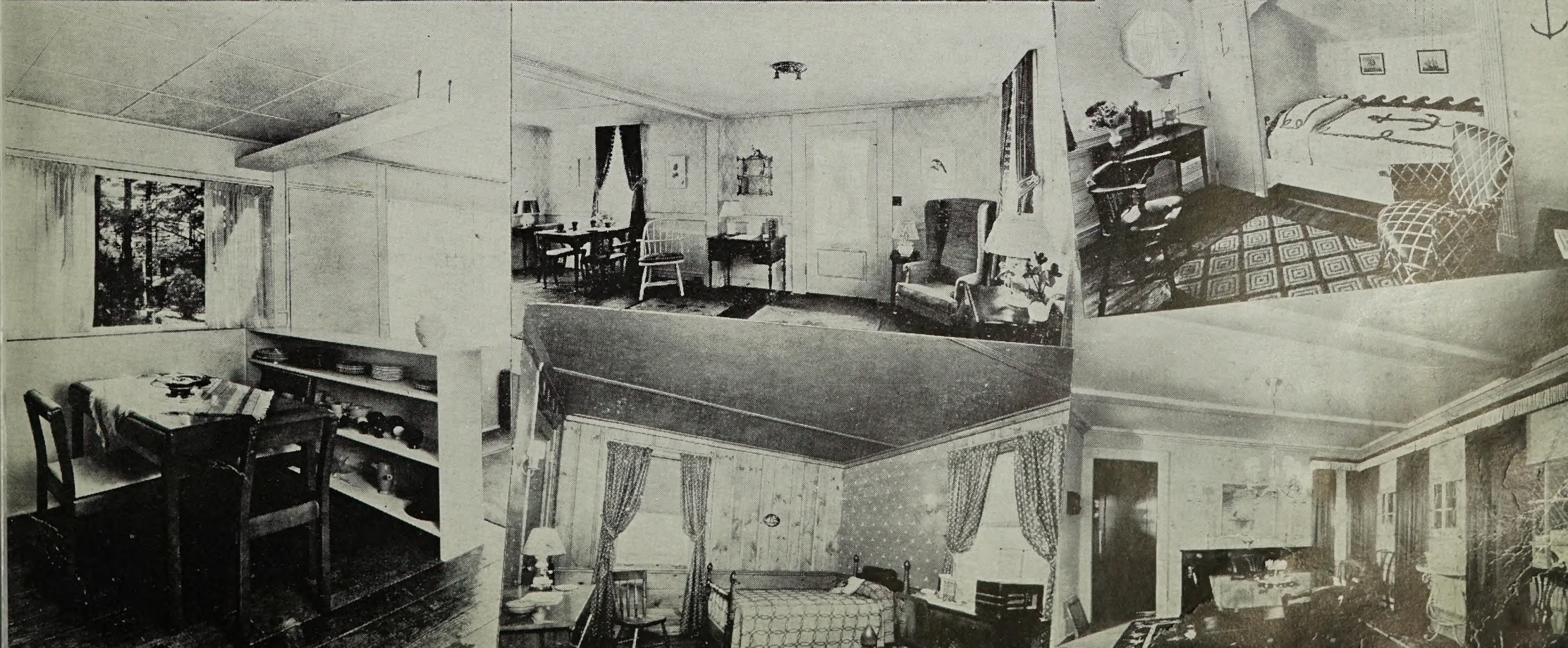
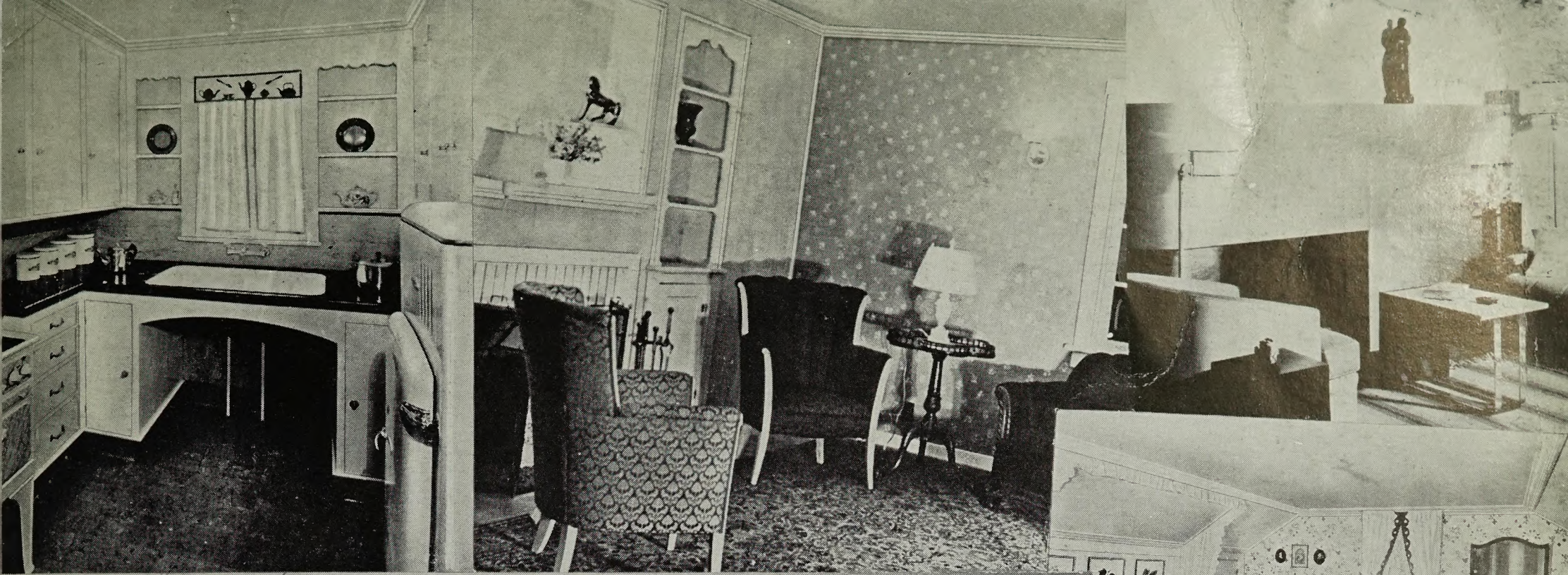
TRANSVERSE MODULUS OF RUPTURE—LB. PER SQ. IN.	
	722 LB.
HOMASOTE	
BOARD A	303 LB.
BOARD B	248 LB.
BOARD C	346 LB.
BOARD D	556 LB.
BOARD E	521 LB.

NAIL HOLDING

Tests show Homasote has 40% to 165% greater nail holding properties; a vital requirement to assure structural reinforcement to the framing members, so as to withstand structural and wind strains.

NAIL HOLDING MAXIMUM LOAD—LB. PER 4 NAILS	
	380 LB.
HOMASOTE	
BOARD A	208 LB.
BOARD B	143 LB.
BOARD C	175 LB.
BOARD D	270 LB.
BOARD E	205 LB.

* Test made by J. C. Peebles, Armour Institute of Technology, Chicago.
† Test made by Robert W. Hunt Co., Chicago.
* Test made by Lewis Institute, Chicago.



SCALE: 1/4" = 1'-0"

PRECISION-BUILT

Homasote

Creating business for

THE ARCHITECT
THE LUMBER DEALER
THE CONTRACTOR
THE REALTOR

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